

Message Text

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ACTION EB-07

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E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: HOUSEHOLD TEXTILE PRODUCTS JEEP

1. HOUSEHOLD TEXTILE PRODUCTS JEEP
2. U.S. TRADE CENTER, MILAN ITALY JUNE 17-19, 1975
3. SEVEN EXHIBITORS
4. SALES DURING SHOW: \$170,100
5. SALES PROJECTED DURING NEXT 12 MONTHS:
NTM - \$1,575,000
6. SIX EXHIBITORS SOUGHT EXREPS
7. ONE EXREP APPOINTED DURING SHOW
8. AN ADDITIONAL SEVEN EXREPS/DISTRIBUTORS TO BE SIGNED DURING
NEXT 12 MONTHS
9. N/A
10. 199 VISITORS
11. A) FORRESTER & ASSOCIATES, NASHVILLE, TENN. NTM. EXHIBITED
BATH SETS, BEDSPREADS, SCATTER RUGS. SOLD \$30,000 DURING
EVENT AND PROJECTED \$150,000 IN SALES DURING NEXT 12 MONTHS.
APPOINTED ONE AGENT DURING EXHIBITION AND EXPECTS TO APPOINT
ONE OTHER FURING NEXT 12 MONTHS. ALSO EXPECTS TO SIGN ONE
JOINT VENTURE AGREEMENT DURING NEXT 12 MONTHS. ROBERT FORRESTER,
PRESIDENT, WROTE: "VERY GOOD ADVANCE ADVERTISING BY TRADE CENTER
RESULTED IN GOOD ATTENDANCE CONSIDERING THE FACT THAT THE SHOW
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WAS SMALL." CLEARED

B) FORT MOUNTAIN CARPET MILLS, GLENVILLE, GEORGIA. NTM, EXHIBITED CARPETS. PROJECTED 12 MONTHS SALES OF \$500,000 AND EXPECTS TO SIGN ONE SALES REPRESENTATION AGREEMENT IN NEXT 12 MONTHS. GENE B. PATTERSON, VICE PRESIDENT, WROTE: "THIS SHOW HAS BEEN MORE THAN EXPECTED BY MY COMPANY AND WE HOPE TO COMPLETE AGREEMENTS AS A RESULT." CLEARED

C) UNITED MERCHANTS-MANUFACTURERS, NEW YORK, N.Y. NTM. EXHIBITED PRINTED CURTAINS DRAPES AND UPHOLSTERY FABRICS. SALES DURING SHOW: \$100,000. PROJECTED NEXT 12 MONTHS: ?\$300,000. EXPECTS TO APPOINT ONE AGENT/DISTRIBUTOR DURING NEXT YEAR. WROTE, HENNER HAUF, MARKETING DIRECTOR: "EXCELLENT ORGANIZATION, FIRST CLASS PROMOTION. NOT ENOUGH IMPORTANT U.S. MILLS ATTENDING TO ATTRACT THE IMPORTANT BUYERS. SHAME ON OUR INDUSTRY." CLEARED 12) ALTHOUGH JEEP WAS SMALLER THAN EXPECTED AND OVER HEAVY WITH CARPETS, DRAPES AND BEDSPREADS, EXHIBITION WAS MUCH MORE SUCCESSFUL THAN WE HAD IMAGINED. ON FLOOR SALES WERE GOOD AND PROJECTED 12 MONTH SALES EXCELLENT; ALL SIX EXHIBITORS SEEKING EXREPS REPORTED THEY HAD EITHER SIGNED ONE DURING SHOW OR WERE IN SERIOUS NEGOTIATIONS, PREDICTING AGREEMENTS OVER NEXT 12 MONTHS. ONE EXHIBITOR SEEKING LICENSEE AGREEMENT, INSTEAD OF EXREP, REPORTED HE EXPECTED TO SIGN FOUR DURING NEXT 12 MONTHS AND HAD PENETRATED SPAIN AND SWEDEN DURING COURSE OF JEEP AS WELL AS ITALY. ALL EXHIBITORS REPORTED THAT THEIR FIRST OBJECTIVE IN ENTERING JEEP HAD BEEN ACHIEVED.

SMALL ATTENDANCE AT SHOW MOST PROBABLY ATTRIBUTABLE TO UNCERTAINTIES IN BUSINESS COMMUNITY RESULTING FROM JUNE 15 ELECTION AND FACT JEEP WAS QUITE SMALL AND HELD LATE IN BUSINESS YEAR. MTC STILL REGRETS LACK OF U.S. MANUFACTURERS OF BEDSHEETS AND TOWELS (COMMERCIAL SECTION DEVELOPED A NUMBER OF TO'S IN THIS LINE DURING EXHIBIT FROM VISITORS WHO DIDN'T QUITE FIND WHAT THEY WERE SEARCHING FOR) BUT VIEWS RESULTS OF SHOW AS CONFIRMATION OF OUR BELIEF THAT U.S. CONSUMER GOODS HAVE SUBSTANTIAL MARKET HERE IN ITALY -- A MARKET WHICH MTC HAS, UNTIL RECENTLY, NEGLECTED BUT NOW INTENDS TO PURSUE. FINA

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